

# The Interactive Effect

## How interactive ad formats cast a wider net and simply outperform standard ads

Accelerating e-commerce sales are driving a shift in how brands reach and engage with people online. "The Interactive Effect," a new study by Yahoo, MAGNA Global and IPG Media Lab, shows how interactive ads are increasing engagement by casting a wider attention net and re-engaging consumers who have already rejected the brand. The study also highlights the importance of environment: perceived legitimacy and site quality can determine whether people interact with interactive ad formats.

**The study consisted of a controlled testing of standard and interactive ad formats for 4 brands on both high and low-quality sites across 4,047 consumers.**

### 1

## Interactive ads cast a wider attention net by grabbing attention

Audiences are more receptive to your brand when your messaging is interactive, leading to higher engagement, purchase intent and brand favorability.

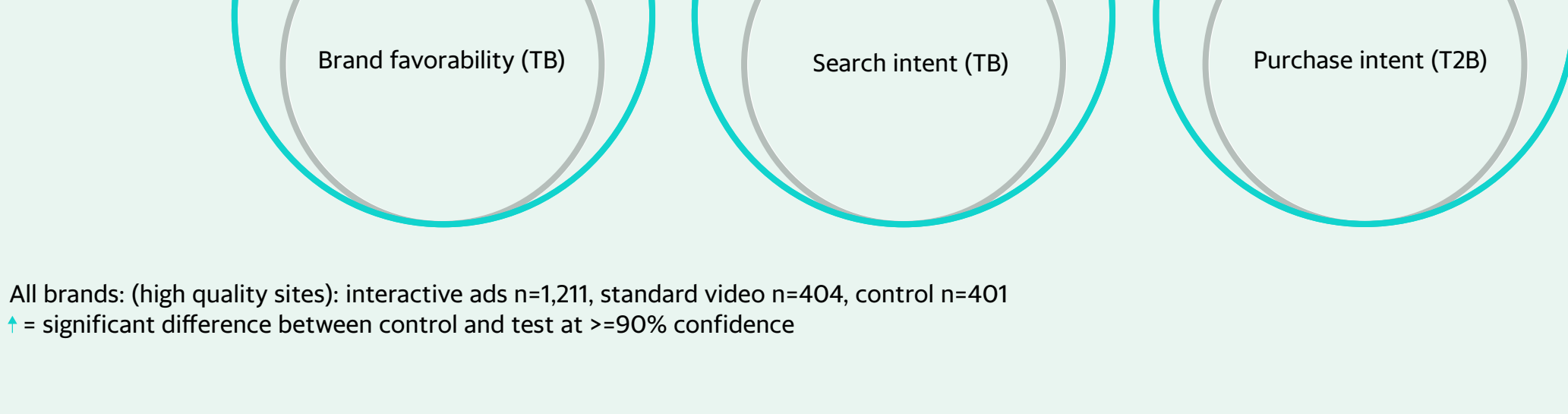
### Interactive ads are proven to:

#### One

#### Outperform standard ads

##### Impact of ad format

Delta (test – control)



All brands: (high quality sites); interactive ads n=1,211, standard video n=404, control n=401

<sup>†</sup> = significant difference between control and test at >=90% confidence

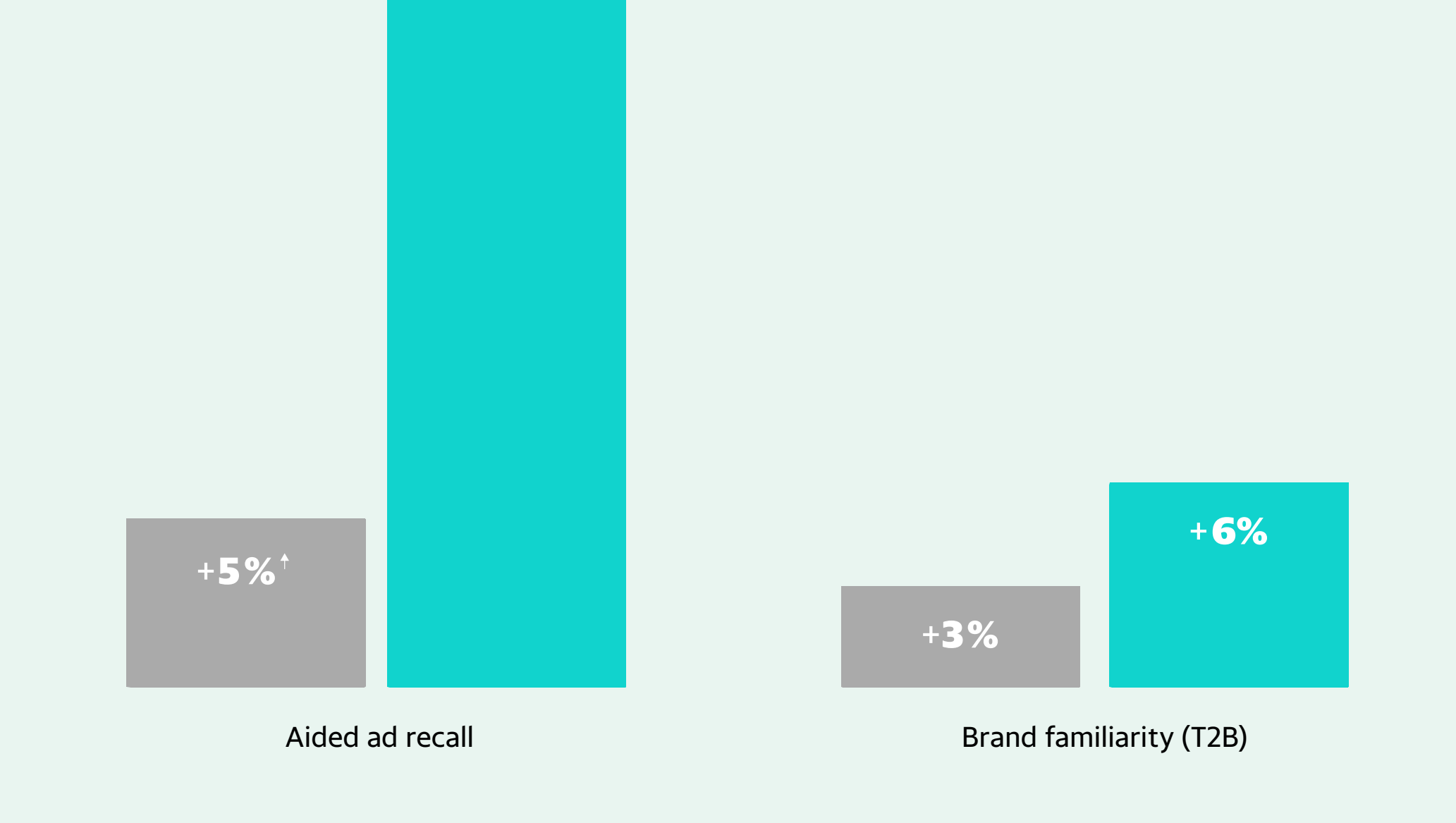
#### Two

#### Capture in-market consumers' attention and build familiarity

##### Impact of ad format

Those in-market for product – delta (test – control)

Standard video ads Interactive ads



All brands: (high quality sites); interactive ads n=1,211, standard video n=404, control n=401

<sup>†</sup> = significant difference between control and test at >=90% confidence

#### Three

#### Helping potential customers learn more inspires further engagement

##### Action(s)\* likely to take after seeing ad

Interactive ads - % Agree



\*Ad actions: Share the ad, seek out more information about the product online, recommend the brand to others, look for special deals/offers, visit the brand's website, look for the product in store or at a retailer that sells the product, read consumer reviews

All brands (high quality sites) interactive ads n=1,211

Q: After seeing that ad, how likely are you to do the following?

### 2

## A tool to re-engage and change sentiment

Interactive ads help you reach people who were not sympathetic to your brand.

### Interactive ads help in four ways:

#### One

#### Capture attention

##### Reason(s) for interacting

% Agree

The ad caught my attention 49%

I was just curious 38%

It looked like it would be fun 28%

I like the brand 27%

I was interested in the product 22%

I wanted to learn more 21%

I usually interact with ads 8%

Other 7%

All brands (high quality sites) interactive ads n=1,211

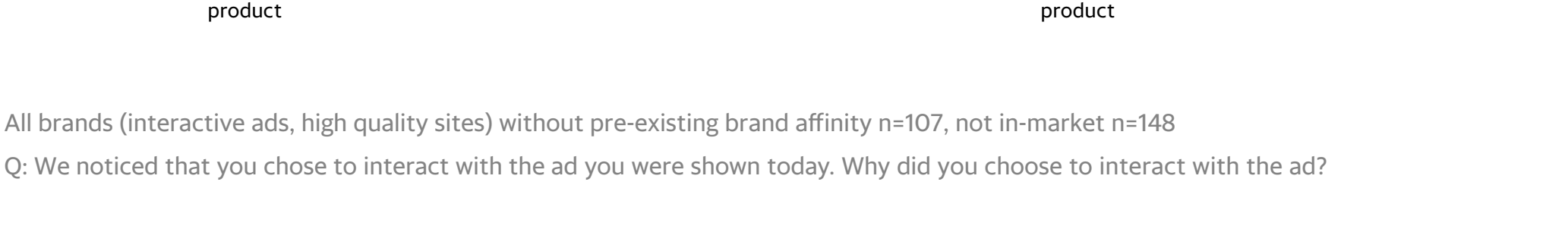
Q: We noticed that you chose to interact with the ad you were shown today. Why did you choose to interact with the ad?

#### Two

#### Raise brand curiosity

##### Reason(s) for interacting

Indexed to audience counterpart



All brands (interactive ads, high quality sites) without pre-existing brand affinity n=107, not in-market n=148

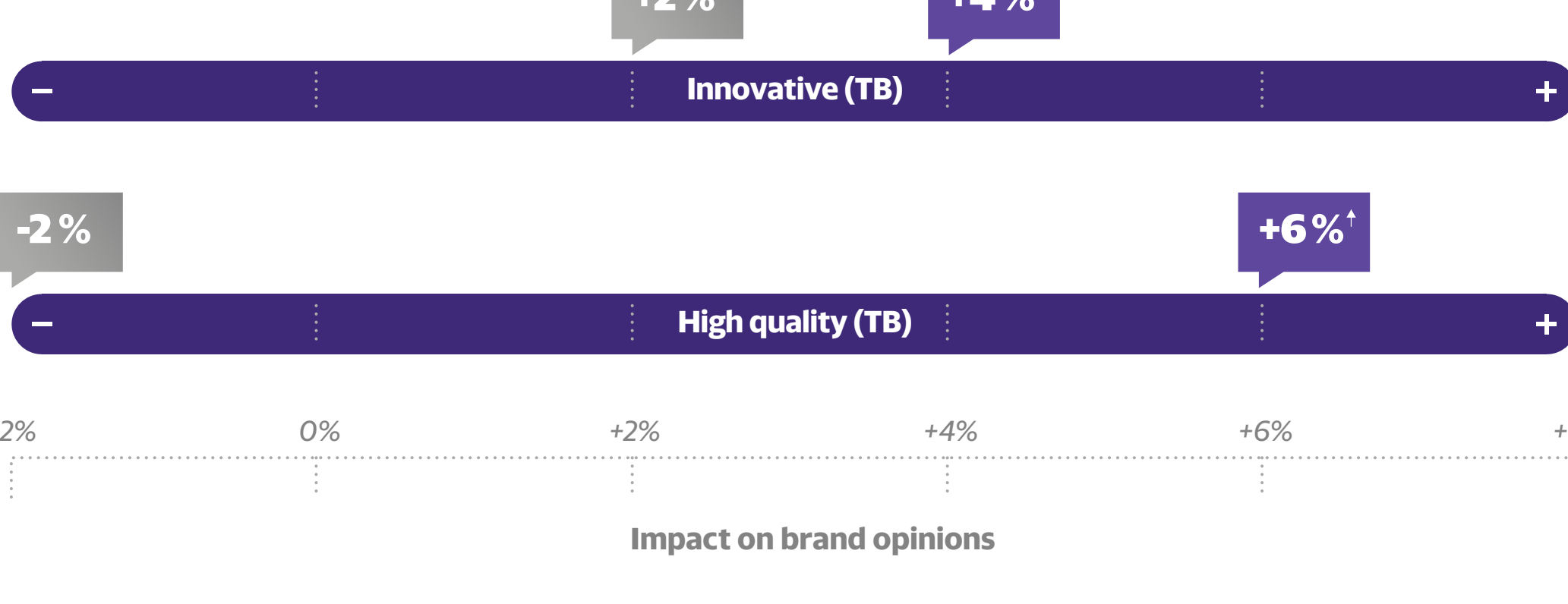
Q: We noticed that you chose to interact with the ad you were shown today. Why did you choose to interact with the ad?

#### Three

#### Define "quality" and "innovation"

##### Impact of ad format

Those without pre-existing brand affinity – delta (test control)



All brands: (high quality sites, without pre-existing brand affinity); interactive ads n=531, standard video n=173, control n=184

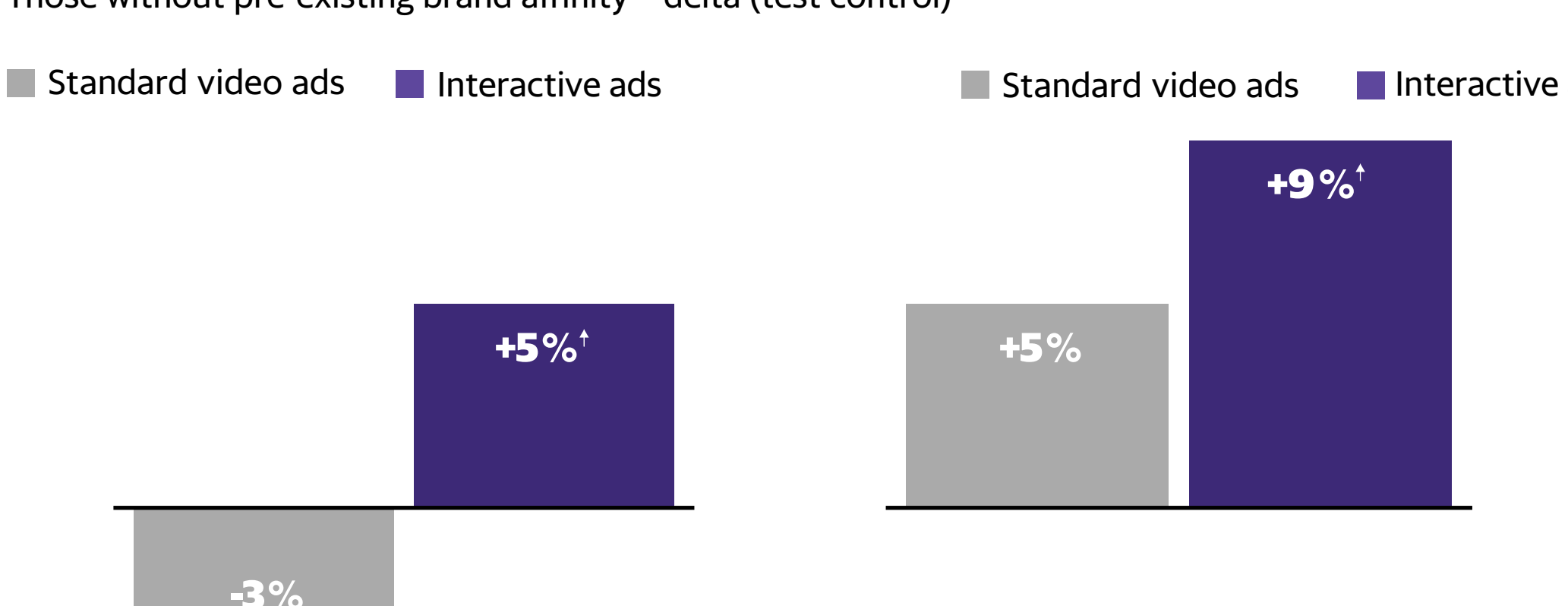
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#### Four

#### Encourage reconsideration

##### Impact of ad format

Those without pre-existing brand affinity – delta (test control)



All brands: (high quality sites, without pre-existing brand affinity); interactive ads n=531, standard video n=173, control n=184

<sup>†</sup> = significant difference between control and test at >=90% confidence

### 3

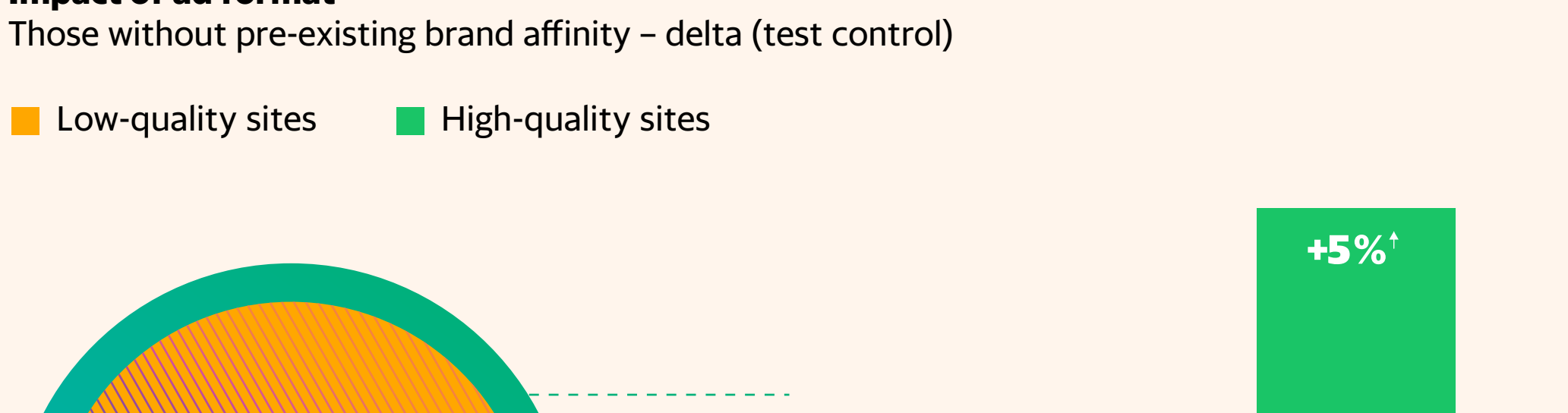
## Environment is key

### Interactive ads drive purchases on higher-quality websites:

### Premium sites: Allow interactive ads to shine

##### Impact of ad format

Those without pre-existing brand affinity – delta (test control)



All brands: (interactive ads high); quality sites n=1,211, low quality sites n=1,214

<sup>†</sup> = significant difference between control and test at >=90% confidence

### Work with a trusted partner

You deserve an ad partner that lets you easily buy interactive native ad placements in the #1 ranked DSP from Ad Week,<sup>1</sup> powered by a cross-identity graph of 500M global profiles.<sup>2</sup> Contact Yahoo to get started and ready the full report here.

<sup>1</sup>Named an AdExchanger's 2021 Programmatic Power Player

<sup>2</sup>Yahoo, internal data, 2021

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MAGNA

IPG MEDIA LAB

MAGNA is the centralized IPG Mediabrands resource that develops intelligence investment and innovation strategies for agency teams and clients. We utilize our insights forecasts and strategic relationships to provide clients with a competitive marketplace advantage.

The IPG Media Lab is the creative technology arm of IPG Mediabrands. Equal parts think tank, real-world proving ground, and change enabler, we provide agencies and media operators with the power to harness emerging communication opportunities.